

Building to Last in Luxor, Egypt



THE CHALLENGE

The North West Africa Business Unit (NWABU) of a global client had convened a first of its kind meeting for 180 leaders representing the 28 countries of the Business Unit.

Our challenge was to design and deliver a meeting with 5 objectives for participants:

1. To develop a shared understanding of the company's global strategy and gain clarity on the implications of its Live Positively framework for sustainability
2. Collectively to review and audit Business Plans in light of strategy & Live Positively.
3. To gain some first hand experience in the community
4. To prepare to share this work with colleagues back at the office, with franchise and other partners and to pass on the energy and enthusiasm around building sustainable success.
5. To enjoy working with colleagues, to have fun and to make some new connections

SQUARE PEG SUPPORT

Working with the twin ideas of long term strategy and sustainability and given that the event was planned for Luxor, Egypt, we introduced the concept of 'Building to Last'. This became the conference 'brand'. It was then naturally adopted as the signature for all strategic endeavours across the business unit. Our work then involved:

Designing a conference agenda to meet the needs of the business – Working in close collaboration with our clients and their local logistics partners we took responsibility for co-ordinating and delivering all detailed content and materials for the 3 day Built to Last event. To engage all participants as fully as possible we developed a variety of fast-paced activities including rotation stations, quizzes and team brainstorms.

Preparing delegates & leaders – to optimise the time the group had together we championed the use of pre-work. We sourced and collated the short pre-reading pack to ensure everyone had a good understanding of the context and content for the meeting. In addition we briefed General Managers and Function Heads on their roles in the meeting and supported them in preparing to deliver elements of the agenda.

Facilitating a 3 day event for maximum engagement – we acted as facilitators for the 3 day event including: supporting senior presenters and managing the flow and timing of all activities. With 180 participants from numerous language groups present our (occasionally bi-lingual) facilitation allowed all to feel personally involved in the collaborative work of the meeting.

Follow-up – following the conclusion of the meeting we assisted Business Unit President with his follow-up communications to participants. In addition we provided detailed notes covering all of the ideas and input gathered during the meeting and the conclusions and decisions reached. As a result of our support we were then invited to assist the BU-wide Built to Last long-term strategic planning process.

THE RESULT

The event was deemed a great success – participants came away clear about their strategic imperatives and enthused about the implications for them personally and collectively.

Business Unit President Curt Ferguson summed up: *'Square Peg really understands what we are trying to do...they approach things in a fun and different way that cuts through the "clutter" of a large group meeting. They understand that we have a business goal in mind....and they keep us focused on that goal.'*

The Luxor event became the beginning of a whole 'Built to Last Process' – a 10 year strategic planning process across all 28 markets.

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